



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Chambers, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	39.1%	Population		35,035	34,040
Rural Bypasses	19.8%	Households		14,348	14,095
Heartland Communities	16.9%	Families		9,953	9,672
Home Town	15.8%	Median Age		39.2	40.9
Rustbelt Retirees	2.7%	Median Household Income		\$34,877	\$37,754

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,275.47	\$18,300,409
Men's	47	\$232.87	\$3,341,193
Women's	45	\$421.49	\$6,047,469
Children's	57	\$237.59	\$3,408,998
Footwear	40	\$195.58	\$2,806,125
Watches & Jewelry	53	\$118.58	\$1,701,369
Apparel Products and Services <sup>1</sup>	55	\$69.37	\$995,255
<b>Computer</b>			
Computers and Hardware for Home Use	54	\$113.85	\$1,633,568
Software and Accessories for Home Use	49	\$14.25	\$204,508
<b>Entertainment &amp; Recreation</b>	62	\$2,307.39	\$33,106,471
<b>Fees and Admissions</b>	47	\$291.24	\$4,178,675
Membership Fees for Clubs <sup>2</sup>	50	\$83.21	\$1,193,827
Fees for Participant Sports, excl. Trips	45	\$51.84	\$743,796
Admission to Movie/Theatre/Opera/Ballet	46	\$68.36	\$980,772
Admission to Sporting Events, excl. Trips	48	\$29.38	\$421,607
Fees for Recreational Lessons	46	\$58.11	\$833,769
Dating Services	58	\$0.34	\$4,904
<b>TV/Video/Sound Equipment</b>	60	\$858.51	\$12,317,945
Community Antenna or Cable TV	66	\$483.81	\$6,941,708
Televisions	51	\$151.17	\$2,168,965
VCRs, Video Cameras, and DVD Players	62	\$20.58	\$295,291
Video Cassettes and DVDs	60	\$39.09	\$560,858
Video Game Hardware and Software	59	\$21.12	\$303,100
Satellite Dishes	82	\$0.91	\$13,023
Rental of Video Cassettes and DVDs	60	\$30.37	\$435,756
Streaming/Downloaded Video	38	\$0.31	\$4,439
Sound Equipment <sup>3</sup>	51	\$107.77	\$1,546,264
Rental and Repair of TV/Radio/Sound Equipment	58	\$3.38	\$48,541
Pets	72	\$319.56	\$4,585,003
Toys and Games	63	\$93.83	\$1,346,250
Recreational Vehicles and Fees <sup>4</sup>	85	\$371.75	\$5,333,850
Sports/Recreation/Exercise Equipment <sup>5</sup>	60	\$128.48	\$1,843,486
Photo Equipment and Supplies <sup>6</sup>	61	\$77.11	\$1,106,345
Reading <sup>7</sup>	58	\$166.92	\$2,394,917
<b>Food</b>	61	\$5,061.60	\$72,623,770
<b>Food at Home</b>	62	\$3,037.94	\$43,588,393
Bakery and Cereal Products	63	\$424.82	\$6,095,276
Meat, Poultry, Fish, and Eggs	63	\$772.14	\$11,078,684
Dairy Products	62	\$348.30	\$4,997,454
Fruit and Vegetables	58	\$476.55	\$6,837,540
Snacks and Other Food at Home <sup>8</sup>	64	\$1,016.13	\$14,579,439
<b>Food Away from Home</b>	59	\$2,023.65	\$29,035,377
Alcoholic Beverages	51	\$305.85	\$4,388,291
Nonalcoholic Beverages at Home	66	\$289.92	\$4,159,793



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	40	\$405.86	\$5,823,210
Vehicle Loans	69	\$4,022.69	\$57,717,497
<b>Health</b>			
Nonprescription Drugs	74	\$84.06	\$1,206,158
Prescription Drugs	76	\$432.78	\$6,209,554
Eyeglasses and Contact Lenses	66	\$50.71	\$727,604
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	52	\$4,725.26	\$67,798,031
Maintenance and Remodeling Services	50	\$1,031.79	\$14,804,100
Maintenance and Remodeling Materials <sup>10</sup>	73	\$302.96	\$4,346,839
Utilities, Fuel, and Public Services	67	\$3,049.28	\$43,751,137
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	56	\$78.80	\$1,130,666
Furniture	50	\$327.01	\$4,691,986
Floor Coverings	53	\$51.34	\$736,558
Major Appliances <sup>12</sup>	63	\$191.68	\$2,750,267
Housewares <sup>13</sup>	54	\$50.81	\$729,006
Small Appliances	63	\$22.28	\$319,722
Luggage	46	\$4.60	\$66,036
Telephones and Accessories	51	\$22.17	\$318,076
<b>Household Operations</b>			
Child Care	50	\$204.82	\$2,938,743
Lawn and Garden <sup>14</sup>	65	\$276.50	\$3,967,151
Moving/Storage/Freight Express	53	\$27.70	\$397,508
Housekeeping Supplies <sup>15</sup>	65	\$494.33	\$7,092,694
<b>Insurance</b>			
Owners and Renters Insurance	69	\$337.70	\$4,845,349
Vehicle Insurance	63	\$878.66	\$12,607,046
Life/Other Insurance	67	\$386.85	\$5,550,572
Health Insurance	69	\$1,395.12	\$20,017,130
Personal Care Products <sup>16</sup>	61	\$263.44	\$3,779,829
School Books and Supplies <sup>17</sup>	57	\$66.89	\$959,700
Smoking Products	79	\$356.15	\$5,110,059
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	65	\$3,362.78	\$48,249,204
Gasoline and Motor Oil	70	\$1,766.59	\$25,347,058
Vehicle Maintenance and Repairs	61	\$602.21	\$8,640,485
<b>Travel</b>			
Airline Fares	44	\$185.67	\$2,664,036
Lodging on Trips	54	\$228.42	\$3,277,424
Auto/Truck/Van Rental on Trips	41	\$16.09	\$230,807
Food and Drink on Trips	54	\$255.69	\$3,668,703

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.